



# CAPE COD MEDIA GROUP

## Advertising Rate Card

View this Rate Card Online at [www.capecodtimes.com/media-kit](http://www.capecodtimes.com/media-kit)



## Personnel

### **Peter Meyer, President and Publisher**

508-862-1111 • [pmeyer@capecodonline.com](mailto:pmeyer@capecodonline.com)

### **Molly Evans, Advertising Director**

508-862-1377 • [mevans@capecodonline.com](mailto:mevans@capecodonline.com)

### **Susan Ridgway, Key Accounts Sales Manager**

508-862-1331 • [sridgway@capecodonline.com](mailto:sridgway@capecodonline.com)

### **Kevin Karras, Local Sales Manager**

508-862-1122 • [kkarras@capecodonline.com](mailto:kkarras@capecodonline.com)

### **Erin Madden, Digital Sales Manager**

508-862-1282 • [emadden@capecodonline.com](mailto:emadden@capecodonline.com)

### **April Miller, Sales & Advertising Operations Manager**

508-862-1128 • [aprilm@capecodonline.com](mailto:aprilm@capecodonline.com)

### **Main Office**

1-800-451-7887 • 508-775-1200 • [advertising@capecodonline.com](mailto:advertising@capecodonline.com)

### **Classified Advertising**

508-775-6201 - [classified@capecodonline.com](mailto:classified@capecodonline.com)



CAPE COD  
MEDIA GROUP

**Cape Cod Times** **CapeCodOnline.com**

PrimeTime Cape Cod Propel Marketing CapeCodRealEstate.com

CapeCodRentals.com CapeCodWorks.com BestRide.com

Visit: [services@capecodtimes.com](mailto:services@capecodtimes.com)



## Cape Cod Times Daily and Sunday Newspaper

The Cape Cod Times is the best-read daily newspaper and the newspaper consumers turn to first for news and shopping information.

- In addition to news and sports every day, Cape Cod Times also offers the following regular content features to help you target your audience segment:
  - Tuesday Business & Technology
  - Wednesday Food
  - Thursday Health
  - Friday CapeWeek (Cape Cod's Entertainment publication), Lifestyle
  - Saturday Arts & Entertainment, Movies & More, CapeCodRealEstate.com.
  - Sunday Cape & Islands, Books, At Home, TV Times, Business & Finance, Real Estate, Automotive

## CapeWeek Summer

Expanded version of Capewee distributed FREE Saturday morning at locations all over Cape Cod during peak visitor season: Memorial Day - Labor Day

## CapeCodOnline.com

Reach Cape Cod's local lifestyle, leisure and seasonal audience with this popular, free, go-to website for information about Cape Cod.

## Saturday Real Estate Tab

Our weekly showcase of Homes & Open Houses for Cape Cod. Features beautiful photos & the most up to date listing information available. All in full color & at an affordable price to maximize your real estate for sale both in print & online.

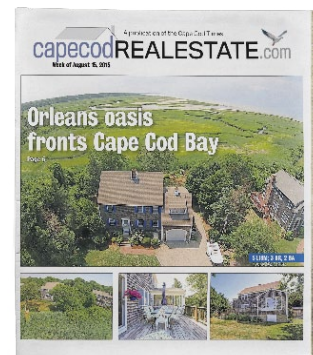
## CapeCodTimes.com

Get your messages to a mass audience to leverage the credibility of engaged newspaper media readers. Or choose to position your message on one of our various site verticals to target your advertising to a specific segment.

- CapeCodClassified.com – stuff to buy and sell
- CapeCodRealEstate.com – the most-visited real estate site on Cape Cod, featuring the most up to date MLS listings on Cape Cod
- CapeCodRental.com
- CapeCodWORKS.com – the employment solution for Cape Cod
- BestRide.com – local and national automotive database and auto aficionado site

## AdEnhance

AdEnhance is a print to digital experience which sends business information to Google to help increase search engine results. Additionally, advertisers receive prominent online placement on CapeCodTimes.com and a directory listing with current print.



## DollarSaver

DollarSaver is a tabloid-format total market coverage (TMC) advertising vehicle mailed each week to nonsubscribers of the Cape Cod Times. The Cape Cod Times/ DollarSaver combination provides high penetration of the market.

## Wrapper

A great way to showcase your business with this product that wraps around our weekly sales flyers. It's the perfect place to show your deal or special offer!

## Preprinted Inserts

Your preprinted ad materials can be targeted to specific market areas or in conjunction with DollarSaver—all of Cape Cod. You can provide your own material to be inserted (be sure to check acceptable parameters) or your Cape Cod Times ad representative can provide details for design and printing through our EXpress insert program.

## Adheres!

Make the front page with advertising that really sticks! Adheres notes are a colorful, convenient and effective way to advertise your business or service on the FRONT PAGE of the Cape Cod Times. Easy to remove and save, Adheres are the perfect front page advertising solution for banks, furniture stores, fitness centers, hotels and restaurants, and just about any other business looking to make the front page.

## Gatefold

A separately printed, unbound broadsheet that is folded around the first section of our paper. The front appears as a partial page or flap over the front page. A brilliant way to get your message out in a BIG way!

## PrimeTime Cape Cod

PrimeTime Cape Cod is a monthly publication geared toward Barnstable County's active and involved 50+ market. PrimeTime Cape Cod is distributed free of charge through local supermarkets, bookstores, retail outlets and restaurants throughout Cape Cod. The publication averages 30,000 copies monthly at 150 locations in the area. Six of ten adults in Barnstable County are in this age group and are attracted to the local content that serves the interests of the active, well-educated, middle to upper-middle class residents on Cape Cod.

## TV Times

TV Times is a weekly publication inserted in the Sunday Cape Cod Times. It provides weekday and Primetime listings - over 100 channels. It has puzzles, games, trivia. Celebrity news and entertainment. Live sports guide, movie highlights and much more!

## Inspire Health

A quarterly publication that recognizing the power, influences and concerns of today's modern woman. Inspire Health magazine encourages women everywhere to embrace natural living as the key to true and lasting health by promoting natural and sustainable living practices and lifestyle choices.



## Closing Schedule/Deadlines

Publication Day	Space & materials due
Monday	Thursday at 12:00 pm
Tuesday	Thursday at 3:00 pm
DollarSaver	8 days prior to publish date
Wednesday	Friday at 3 :00 pm
Thursday	Monday at 3:00 pm
CapeWeek	Monday at 12:00 pm
Friday	Tuesday at 3:00 pm
Saturday & Sunday	Wednesday at 3:00 pm
Preprints/Inserts Daily	3 days prior to insertion
Preprints/Inserts Sunday	6 days prior to insertion
DollarSaver Preprints	10 days prior to insertion
TV Times	Monday 3 weeks prior

A fee will be applied for any ads cancelled after deadline.

## Cape Cod Times Mechanical Requirements

Columns	Retail	Classified
1 col.	1.83"	1.20"
2 col.	3.79"	2.51"
3 col.	5.75"	3.81"
4 col.	7.71"	5.11"
5 col.	9.67"	6.41"
6 col.	11.625"	7.672"
7 col.	NA	9.02"
8 col.	NA	10.32"
9 col.	NA	11.625"
Full Page	6 col x 21.25"	9 col x 21"

90 line screen preferred. Font size below 8pt is not recommended.

## Premium Editions & Prime Time Mechanical Requirements

Columns	Tabloid
Full page	9.75" w x 10.3" h
3/4 Page Vertical	7.25" w x 10.3" h
1/2 Page Vertical	4.75" w x 10.3" h
1/2 Page Horizontal	9.75" w x 5.13" h
1/4 Page	4.75" w x 5.13" h
1/8 Page Vertical	2.25" w x 5.13" h
1/8 Page Horizontal	4.75" w x 2.5" h

## Cape Week Mechanical Requirements

Columns	Cape Week
Full page	9.75" w x 11.5" h
Half page	9.75" w x 5.5" h

## Media Requirements

The Cape Cod Media Group gladly accepts electronic ad materials using PDF files via our FTP site, electronic transfer service (AdSend, Fastchannel, Ad Transit) or via e-mail. PDF files must have all fonts embedded. Please indicate name of advertiser and date of publication when FTPing or e-mailing ads.

Please contact your sales representative for information about our FTP site or for the correct e-mail address to send your electronic files.

## Other Electronic Specifications

We use 90 line screen for all half tones at 180 dpi. All line art should be scanned at 300 dpi. For optimum reproduction in Cape Cod Media Group products, any screened area of the ad should be 10% or higher. We will not be responsible for screens less than 10%.

## Depth Requirements

Advertisements must be at least as many columns wide as they are inches deep. 6 columns x 3" strip ads are accepted.

Ads spanning the center spread must be at least 4" in depth..

## General Rate Policy

A fee for ad creation and copy change services is added to the rates on this rate card for all print advertising except obituaries, legal notices and classified line ads. Digital advertising creation and changes are also subject to a fee.

Ad prices shown on this card do not include the republishing of print display ads in the searchable Cape Cod Directory of businesses on [capecodonline.com](http://capecodonline.com).

All rates are non-commissionable. Dollar Volume rates will be determined by contract level committed to by the advertiser. Contracts not fulfilled will receive a billing adjustment.

Your spending level based contract gives you credit for retail ROP, classified, color, preprints, TMC, special sections, PrimeTime, and Internet advertising.

The publisher reserves the right to adjust rates during the term of any agreement upon 30 days notice. Upon receipt of the newspaper's revision of rates and/ or credit terms, the advertiser may cancel a contract agreement without penalty by giving 30 days prior written notice to the newspaper.

Brokered space is not accepted. Rates apply only to advertising placed expressly on behalf of the original advertiser. Under no circumstances shall the original advertiser resell space to a third party. Contract rates are for the customer's own commercial advertising and may not be extended or transferred by the advertiser to any other party. Any taxes imposed on the printing or sale of advertising shall be assumed and paid for by the advertiser.

**Cape Cod Media Group is not liable for failure to print, publish or circulate an advertisement for any reason whatsoever.**

## Position Requests

As a service to our advertisers, we make every attempt to honor requests for specific positioning of ads within the newspaper. Specific position is subject to demand.

## Contract & Copy Regulations

Contracts go into effect the date the signed agreement is received at Cape Cod Media Group. Backdating of contracts is not permitted. The publisher may, in its sole discretion, edit, classify, cancel or reject any advertising copy, artwork or photography submitted by the advertiser. Cape Cod Media Group does not accept adult entertainment advertising, tobacco or tobacco products advertising. Insertion orders containing disclaimers or conditions for publication are not accepted.

Cape Cod Media Group will not assume any financial responsibility for errors in scheduling and typography except to the extent of republication in the next available issue or adjustment of that part of the advertisement that was omitted or in error. The newspaper is not responsible for errors in copy or camera ready materials furnished by the advertiser or its agent.

Cancellations of advertising cannot be accepted after deadline or closing date. The newspaper is not responsible for the correctness of copy or materials published that were received after its scheduled deadline.

Advertising designed to appear as editorial matter must carry the word "Advertisement" above each column and use a typeface that is clearly different from that used by the Cape Cod Media Group's newsroom.

The advertiser assumes sole responsibility for statements contained in the advertisements and indemnifies the Cape Cod Media Group against all loss, liability or expense arising from claims of libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and violations of the right to privacy resulting from publication of the advertiser's copy or materials. The advertiser agrees to hold harmless and to indemnify the Cape Cod Media Group from all damages, costs and

expenses of any nature whatsoever, for which the Cape Cod Media Group may become liable by reason of its publication or omission of the advertiser's advertising.

Reuse for advertising purposes of Cape Cod Media Groups' news copy, artwork, photographs and advertising copy written or produced by the Cape Cod Media Group is expressly forbidden without prior consent of the newspaper.

## Terms of Payment

For your convenience, we accept Visa, MasterCard, Discover and American Express. We also extend terms, subject to credit approval, to retail and classified customers. Ads are payable in advance of publication unless a credit account has been established. Credit approved account payments are due upon receipt at the end of each billing month. Finance charges up to the legal limit may be assessed on past due accounts. In the event payment is not made within the approved credit limits, we reserve the right to reject advertising copy and/or immediately cancel any contract. The advertiser agrees to indemnify the newspaper for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney and/or collection fees.

An advertiser who does not maintain his credit status with the newspaper shall be deemed in breach of contract, and the newspaper may re-bill the advertiser for an outstanding balance due at the earned rate or non-contract rate on the newspaper's current rate schedule. Payment terms, finance charges and discounts may be revised at any time upon 30 days notice to advertisers.

If the advertiser utilizes the service of an agent or other third party, the advertiser and the party shall be jointly and severally liable for payment and for compliance with any agreement with the newspaper. Political advertisements must be paid by check or credit card in advance of publication.

## Open/Display & Non-Classified Rates:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$49.77	\$44.59	\$41.48
2 x 1.75"	\$163.60	\$146.58	\$136.35
1 x 3.5"	\$163.60	\$146.58	\$136.35
1 x 5.25"	\$245.09	\$219.58	\$204.27
2 x 3.5"	\$326.55	\$292.56	\$272.15
2 x 5.25"	\$487.83	\$437.06	\$406.58
3 x 3.5"	\$487.83	\$437.06	\$406.58
2 x 7"	\$647.73	\$580.31	\$539.84
3 x 5.25"	\$727.20	\$651.52	\$606.08
3 x 7"	\$963.23	\$862.98	\$802.79
3 x 10.5"	\$1,425.09	\$1,276.77	\$1,187.72
4 x 12.25"	\$2,161.20	\$1,936.27	\$1,801.22
3 x 21.25"	\$2,749.58	\$2,463.41	\$2,291.59
4 x 15.75"	\$2,717.23	\$2,434.43	\$2,264.63
6 x 10.5"	\$2,717.23	\$2,434.43	\$2,264.63
6 x 21.25"	\$4,834.77	\$4,331.57	\$4,029.46

## Non Profit Rates:

Ad Size	Rate (pci)
Mon-Thu	\$31.86
Fri-Sat	\$34.22
Sun	\$38.82

## Premium Positions Available:

Section Fronts	Available Day
A1	Daily
A2	Daily (+25% Premium)
A3	Daily
Cape & Islands	Sunday
Business & Tech	Tuesday
Business & Finance	Sunday
Health	Thursday

## Color Rates:

Ad Size	Rate
1.75"-15"	\$80
15.25"-31.5"	\$130
31.75"-63.75"	\$250
64"-127.5"	\$450

## Frequency Discounts:

Frequency	Rate
1st Insertion	No Discount
2nd Insertion *	20%
3rd Insertion *	30%
4th & Up insertion*	40%

\*Must be the same ad & run within a 7 day period.

## Annual Levels:

It's simple! Agree to a specific annual dollar investment, and receive the rates based on that level. The majority of your advertising counts toward fulfillment of your Contract.

To earn discounted rates, a contract must be in effect when advertising is published. Commitment level represents total spending for 12 months.

## \$2,750 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$35.39	\$31.70	\$29.49
2 x 1.75"	\$116.33	\$104.20	\$96.94
1 x 3.5"	\$116.33	\$104.20	\$96.94
1 x 5.25"	\$174.28	\$156.11	\$145.22
2 x 3.5"	\$232.20	\$207.99	\$193.49
2 x 5.25"	\$346.88	\$310.72	\$289.05
3 x 3.5"	\$346.88	\$310.72	\$289.05
2 x 7"	\$460.58	\$412.56	\$383.79
3 x 5.25"	\$517.09	\$463.18	\$430.89
3 x 7"	\$684.92	\$613.51	\$570.74
3 x 10.5"	\$1,013.34	\$907.68	\$844.40
4 x 12.25"	\$1,536.77	\$1,376.53	\$1,280.57
6 x 10.5"	\$1,932.15	\$1,730.69	\$1,610.03
4 x 15.75"	\$1,932.15	\$1,730.69	\$1,610.03
3 x 21.25"	\$1,955.15	\$1,751.29	\$1,629.20
6 x 21.25"	\$3,437.86	\$3,079.41	\$2,864.72

## \$4,800 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$34.80	\$31.18	\$29.00
2 x 1.75"	\$114.39	\$102.49	\$95.33
1 x 3.5"	\$114.39	\$102.49	\$95.33
1 x 5.25"	\$171.37	\$153.55	\$142.81
2 x 3.5"	\$228.33	\$204.58	\$190.27
2 x 5.25"	\$341.10	\$305.62	\$284.25
3 x 3.5"	\$341.10	\$305.62	\$284.25
2 x 7"	\$452.90	\$405.79	\$377.42
3 x 5.25"	\$508.47	\$455.58	\$423.73
3 x 7"	\$673.51	\$603.45	\$561.25
3 x 10.5"	\$996.45	\$892.79	\$830.37
4 x 12.25"	\$1,511.15	\$1,353.95	\$1,259.29
6 x 10.5"	\$1,899.93	\$1,702.30	\$1,583.28
4 x 15.75"	\$1,899.93	\$1,702.30	\$1,583.28
3 x 21.25"	\$1,922.55	\$1,722.56	\$1,602.13
6 x 21.25"	\$3,380.55	\$3,028.90	\$2,817.13

## \$6,850 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$34.40	\$30.82	\$28.67
2 x 1.75"	\$113.08	\$101.31	\$96.41
1 x 3.5"	\$113.08	\$101.31	\$96.41
1 x 5.25"	\$169.40	\$151.77	\$144.44
2 x 3.5"	\$225.70	\$202.21	\$188.11
2 x 5.25"	\$337.18	\$302.09	\$281.02
3 x 3.5"	\$337.18	\$302.09	\$281.02
2 x 7"	\$447.70	\$401.10	\$373.12
3 x 5.25"	\$502.63	\$450.32	\$418.91
3 x 7"	\$665.76	\$596.48	\$554.87
3 x 10.5"	\$984.99	\$882.48	\$820.92
4 x 12.25"	\$1,493.78	\$1,338.32	\$1,244.96
6 x 10.5"	\$1,878.10	\$1,682.64	\$1,565.26
4 x 15.75"	\$1,878.10	\$1,682.64	\$1,565.26
3 x 21.25"	\$1,900.45	\$1,702.67	\$1,583.90
6 x 21.25"	\$3,341.69	\$2,993.92	\$2,785.07

## \$9,900 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$34.01	\$30.47	\$28.35
2 x 1.75"	\$111.80	\$103.65	\$93.19
1 x 3.5"	\$111.80	\$103.65	\$93.19
1 x 5.25"	\$167.48	\$155.27	\$139.61
2 x 3.5"	\$223.14	\$199.92	\$186.01
2 x 5.25"	\$333.36	\$298.66	\$277.88
3 x 3.5"	\$333.36	\$298.66	\$277.88
2 x 7"	\$442.62	\$396.55	\$368.96
3 x 5.25"	\$496.93	\$445.21	\$414.23
3 x 7"	\$658.22	\$589.70	\$548.67
3 x 10.5"	\$973.83	\$872.46	\$811.76
4 x 12.25"	\$1,476.84	\$1,323.12	\$1,231.06
6 x 10.5"	\$1,856.80	\$1,663.53	\$1,547.79
4 x 15.75"	\$1,856.80	\$1,663.53	\$1,547.79
3 x 21.25"	\$1,878.91	\$1,683.34	\$1,566.22
6 x 21.25"	\$3,303.81	\$2,959.92	\$2,753.98

## \$14,200 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$33.62	\$30.12	\$28.02
2 x 1.75"	\$110.52	\$99.01	\$92.11
1 x 3.5"	\$110.52	\$99.01	\$92.11
1 x 5.25"	\$165.56	\$148.33	\$137.98
2 x 3.5"	\$220.58	\$197.62	\$183.84
2 x 5.25"	\$329.53	\$295.23	\$274.65
3 x 3.5"	\$329.53	\$295.23	\$274.65
2 x 7"	\$437.54	\$391.99	\$364.66
3 x 5.25"	\$491.23	\$440.09	\$409.41
3 x 7"	\$650.67	\$582.93	\$542.29
3 x 10.5"	\$962.66	\$862.44	\$802.31
4 x 12.25"	\$1,459.91	\$1,307.92	\$1,216.73
6 x 10.5"	\$1,835.51	\$1,644.43	\$1,529.77
4 x 15.75"	\$1,835.51	\$1,644.43	\$1,529.77
3 x 21.25"	\$1,857.36	\$1,664.00	\$1,547.99
6 x 21.25"	\$3,265.92	\$2,925.92	\$2,721.93

## \$20,450 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$33.22	\$29.77	\$27.69
2 x 1.75"	\$109.20	\$97.86	\$91.02
1 x 3.5"	\$109.20	\$97.86	\$91.02
1 x 5.25"	\$163.59	\$146.60	\$136.36
2 x 3.5"	\$217.96	\$195.32	\$181.68
2 x 5.25"	\$325.61	\$291.80	\$271.41
3 x 3.5"	\$325.61	\$291.80	\$271.41
2 x 7"	\$432.34	\$387.44	\$360.37
3 x 5.25"	\$485.39	\$434.98	\$404.59
3 x 7"	\$642.93	\$576.16	\$535.90
3 x 10.5"	\$951.20	\$852.42	\$792.86
4 x 12.25"	\$1,442.54	\$1,292.73	\$1,202.41
6 x 10.5"	\$1,813.67	\$1,625.32	\$1,511.76
4 x 15.75"	\$1,813.67	\$1,625.32	\$1,511.76
3 x 21.25"	\$1,835.26	\$1,644.67	\$1,529.75
6 x 21.25"	\$3,227.07	\$2,891.92	\$2,689.87

## \$29,450 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$32.83	\$29.41	\$27.36
2 x 1.75"	\$107.92	\$96.68	\$89.94
1 x 3.5"	\$107.92	\$96.68	\$89.94
1 x 5.25"	\$161.67	\$144.83	\$134.73
2 x 3.5"	\$215.40	\$192.96	\$179.51
2 x 5.25"	\$321.79	\$288.27	\$268.18
3 x 3.5"	\$321.79	\$288.27	\$268.18
2 x 7"	\$427.26	\$382.75	\$356.07
3 x 5.25"	\$479.69	\$429.72	\$399.76
3 x 7"	\$635.38	\$569.19	\$529.51
3 x 10.5"	\$940.04	\$842.11	\$783.41
4 x 12.25"	\$1,425.60	\$1,277.09	\$1,188.08
6 x 10.5"	\$1,792.38	\$1,605.66	\$1,493.74
4 x 15.75"	\$1,792.38	\$1,605.66	\$1,493.74
3 x 21.25"	\$1,813.72	\$1,624.78	\$1,511.52
6 x 21.25"	\$3,189.18	\$2,856.95	\$2,657.81



## \$42,400 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$32.44	\$29.06	\$27.03
2 x 1.75"	\$106.64	\$95.53	\$88.85
1 x 3.5"	\$106.64	\$95.53	\$88.85
1 x 5.25"	\$159.75	\$143.11	\$133.11
2 x 3.5"	\$212.84	\$190.67	\$177.35
2 x 5.25"	\$317.97	\$284.84	\$264.94
3 x 3.5"	\$317.97	\$284.84	\$264.94
2 x 7"	\$422.19	\$378.20	\$351.78
3 x 5.25"	\$473.99	\$424.60	\$394.94
3 x 7"	\$627.83	\$562.42	\$523.13
3 x 10.5"	\$928.87	\$832.09	\$773.96
4 x 12.25"	\$1,408.67	\$1,261.90	\$1,173.75
6 x 10.5"	\$1,771.09	\$1,586.55	\$1,475.72
4 x 15.75"	\$1,771.09	\$1,586.55	\$1,475.72
3 x 21.25"	\$1,792.17	\$1,605.44	\$1,493.29
6 x 21.25"	\$3,151.29	\$2,822.95	\$2,625.76

## \$61,050 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$32.04	\$28.71	\$26.71
2 x 1.75"	\$105.32	\$94.38	\$87.80
1 x 3.5"	\$105.32	\$94.38	\$87.80
1 x 5.25"	\$157.78	\$141.38	\$131.53
2 x 3.5"	\$210.22	\$188.37	\$175.25
2 x 5.25"	\$314.05	\$281.41	\$261.80
3 x 3.5"	\$314.05	\$281.41	\$261.80
2 x 7"	\$416.98	\$373.64	\$347.61
3 x 5.25"	\$468.15	\$419.49	\$390.27
3 x 7"	\$620.09	\$555.64	\$516.93
3 x 10.5"	\$917.42	\$822.07	\$764.80
4 x 12.25"	\$1,391.30	\$1,246.70	\$1,159.85
6 x 10.5"	\$1,749.25	\$1,567.45	\$1,458.25
4 x 15.75"	\$1,749.25	\$1,567.45	\$1,458.25
3 x 21.25"	\$1,770.07	\$1,586.11	\$1,475.61
6 x 21.25"	\$3,112.44	\$2,788.95	\$2,594.67

## \$87,900 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$31.65	\$28.36	\$26.38
2 x 1.75"	\$104.04	\$93.22	\$86.72
1 x 3.5"	\$104.04	\$93.22	\$86.72
1 x 5.25"	\$155.86	\$139.66	\$129.91
2 x 3.5"	\$207.66	\$186.07	\$173.08
2 x 5.25"	\$310.23	\$277.98	\$258.57
3 x 3.5"	\$310.23	\$277.98	\$258.57
2 x 7"	\$411.91	\$369.09	\$343.32
3 x 5.25"	\$462.45	\$414.38	\$385.45
3 x 7"	\$612.54	\$548.87	\$510.55
3 x 10.5"	\$906.25	\$812.05	\$755.35
4 x 12.25"	\$1,374.36	\$1,231.50	\$1,145.52
6 x 10.5"	\$1,727.96	\$1,548.34	\$1,440.24
4 x 15.75"	\$1,727.96	\$1,548.34	\$1,440.24
3 x 21.25"	\$1,748.53	\$1,566.77	\$1,457.38
6 x 21.25"	\$3,074.55	\$2,754.95	\$2,562.61

## \$105,450 Contract:

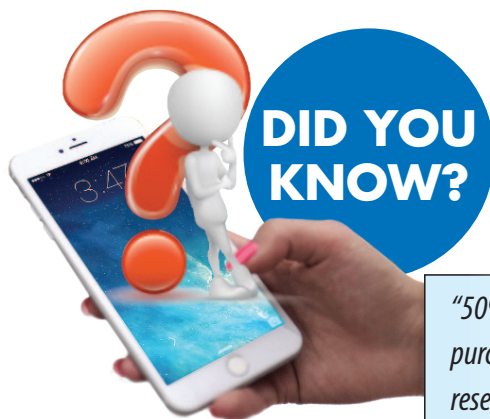
Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$31.45	\$28.18	\$26.22
2 x 1.75"	\$103.38	\$92.63	\$86.19
1 x 3.5"	\$103.38	\$92.63	\$86.19
1 x 5.25"	\$154.88	\$138.77	\$129.12
2 x 3.5"	\$206.35	\$184.89	\$172.03
2 x 5.25"	\$308.27	\$276.21	\$257.00
3 x 3.5"	\$308.27	\$276.21	\$257.00
2 x 7"	\$409.30	\$366.75	\$341.24
3 x 5.25"	\$459.52	\$411.75	\$383.11
3 x 7"	\$608.67	\$545.38	\$507.45
3 x 10.5"	\$900.52	\$806.89	\$750.77
4 x 12.25"	\$1,365.68	\$1,223.68	\$1,138.57
6 x 10.5"	\$1,717.04	\$1,538.51	\$1,431.50
4 x 15.75"	\$1,717.04	\$1,538.51	\$1,431.50
3 x 21.25"	\$1,737.48	\$1,556.83	\$1,448.54
6 x 21.25"	\$3,055.12	\$2,737.47	\$2,547.07

## \$126,550 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$31.26	\$28.00	\$26.05
2 x 1.75"	\$102.76	\$92.04	\$85.63
1 x 3.5"	\$102.76	\$92.04	\$85.63
1 x 5.25"	\$153.94	\$137.89	\$128.28
2 x 3.5"	\$205.10	\$183.71	\$170.92
2 x 5.25"	\$306.40	\$274.45	\$255.34
3 x 3.5"	\$306.40	\$274.45	\$255.34
2 x 7"	\$406.83	\$364.40	\$339.03
3 x 5.25"	\$456.75	\$409.12	\$380.62
3 x 7"	\$604.99	\$541.90	\$504.16
3 x 10.5"	\$895.08	\$801.74	\$745.90
4 x 12.25"	\$1,357.43	\$1,215.87	\$1,131.19
6 x 10.5"	\$1,706.66	\$1,528.68	\$1,422.22
4 x 15.75"	\$1,706.66	\$1,528.68	\$1,422.22
3 x 21.25"	\$1,726.98	\$1,546.88	\$1,439.15
6 x 21.25"	\$3,036.67	\$2,719.98	\$2,530.56

## \$151,850 Contract:

Display Ad Size	Sunday	Fri - Sat	Mon - Thu
Non-Mod Inch Price	\$31.06	\$27.83	\$25.89
2 x 1.75"	\$102.10	\$91.48	\$85.11
1 x 3.5"	\$102.10	\$91.48	\$85.11
1 x 5.25"	\$152.95	\$137.05	\$127.50
2 x 3.5"	\$203.79	\$182.60	\$169.87
2 x 5.25"	\$304.44	\$272.78	\$253.77
3 x 3.5"	\$304.44	\$272.78	\$253.77
2 x 7"	\$404.23	\$362.19	\$336.94
3 x 5.25"	\$453.83	\$406.63	\$378.29
3 x 7"	\$601.12	\$538.61	\$501.06
3 x 10.5"	\$889.36	\$796.87	\$741.32
4 x 12.25"	\$1,348.74	\$1,208.48	\$1,124.24
6 x 10.5"	\$1,695.75	\$1,519.40	\$1,413.49
4 x 15.75"	\$1,695.75	\$1,519.40	\$1,413.49
3 x 21.25"	\$1,715.93	\$1,537.49	\$1,430.31
6 x 21.25"	\$3,017.24	\$2,703.47	\$2,515.01



*"50% of consumers want to make a purchase within 1 hour of conducting research on their smartphones."*

Source: Google/Nielsen

## FREQUENCY - in Print and Online - Builds Awareness:

An advertising program should be designed to maximize sales when sales are taking place and to keep your brand out there when sales are softer.

If you are not advertising when consumers are in the market, then you are likely not under consideration\*.

Choose from **3 Small Ad Program Sizes** to Boost Your Exposure with Frequency

*Ads in this program must run a minimum of 4 consecutive weeks. All options include:*

1. Your print ad 2x per week in the Cape Cod Times (no page 2 premium positioning)
2. Your print ad 1x per week in the DollarSaver
3. Digital Box Ad (300x250 px) - 30k Impressions ROS/month



**\$35 PRIX FIXE**  
appetizer entrée dessert  
**A Night Out**  
CAPTAIN LINNELL HOUSE  
Skaket Beach Rd Orleans  
linnell.com 508.255.3400  
Regular Menu Available

**\$840/month**

1 col. x 3"  
(shown actual size)

Hot Chocolate  
**SPARROW**  
Cape Cod's Most Popular Espresso Bar  
Chocolate Made Here!  
Old Colony Way • Orleans  
Open 6:30 am - late nite  
508-240-2230

**\$615/month**

1 col. x 1.75"  
(shown actual size)

**\$50 OFF**  
FIRST TIME CUSTOMERS  
**You Fly, We Drive!**  
Operating since 1992-Fully Licensed & Bonded  
Company Owned Trucks • 8 Convenient Florida Locations  
1-508-802-4124 • Visit us at <http://www.eastcoastautotransport.com>

**\$930/month**

2 col. x 1.75"  
(shown actual size)

## FREQUENCY - in Print & Online - Builds Awareness:



An advertising program should be designed to maximize sales when sales are taking place and to keep your brand out there when sales are softer.

If you are not advertising when consumers are in the market, then you are likely not under consideration\*.

Choose from **2 Frequency Program Sizes** to Boost Your Exposure with Frequency

*Ads in this program must run a minimum of 4 consecutive weeks. All options include:*

1. Your print ad 8x per month in the Cape Cod Times
2. Digital Box Ad - 30k (300x250 px) Impressions ROS/month
3. Additional discounts available for 13-week run, ask your representative for details.



## IN AWE OF SPIRES

Bob Singer, *Three Spires*, Digital Photograph, 18 x 24 inches

**Through October 19, 2014**  
Come join us and view these magnificent spires and how they have added to the beauty of New England.


**Gallery Talk:**  
**Tuesday, September 23, 11:00 am**  
Artist Bob Singer will talk about how today's digital darkroom extends the capabilities of creative image making.

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### Cahoon Museum OF AMERICAN ART

Please join us at our Temporary Location while our colonial building is being renovated:  
**TEMPORARY LOCATION:**  
9 North Street, Mashpee Commons  
Mashpee, MA 02649

Mailing address: P.O. Box 1853, Cotuit, MA 02635  
(508) 428-7581 • [WWW.CAHOONMUSEUM.ORG](http://WWW.CAHOONMUSEUM.ORG)  
HOURS: 10-4 TUES-SAT, 1-4 SUN



**\$1,196/month**      **2 col. x 3.5"**  
(shown actual size)

*Just* **PICKED** 

GREAT GIFTS HAND PICKED JUST FOR YOU

## WOODLAND RIVER Dinnerware Collection



**Dinner Plates**  
**\$3.99**



**Bowls**  
**\$2.99**



**Mugs**  
**\$2.99**



**Chip & Dip**  
**\$16.99**

**165 Yarmouth Rd**  
**Hyannis, MA 02601**  
Mon-Thur 9:30am-6pm  
Fri/Sat 9:30am-8pm  
Sun 12pm-6pm  
508-827-4216 \*Tour Buses Welcome

**13 Willow Street**  
**Yarmouthport, MA 02675**  
Mon-Sat 9:30-6pm  
Sun 12pm-6pm  
508-362-0207

**2 col. x 5.25"**  
(shown actual size)      **\$1,476/month**

## FREQUENCY - in Print & Online - Builds Awareness:



An advertising program should be designed to maximize sales when sales are taking place and to keep your brand out there when sales are softer. If you are not advertising when consumers are in the market, then you are likely not under consideration\*.

## COLOR and DESIGN

You have 1-2 seconds to grab the attention of readers. A well-designed, color ad can make the difference between a consumer reading your message or turning the page.

Choose from 3 Levels to boost your exposure with frequency, color and design.

Ads in this program must run for consecutive weeks (Exclusions: Friday, Sunday or CapeWeek ads).

### 1x Local Branding Program Includes:

2 col. x 7"  
Print Ad only

**\$280**  
1x insertion

Add color for only \$80 per insertion

### 4x Local Branding Program Includes:

2 col. x 7"  
Print ad 4x/month

**\$1,084**  
Per month

**Digital Box Ad**  
(300x250 px) - 30k  
Impressions ROS/month  
on CapeCodOnline.com

Add color for only \$56.25 per insertion

### 13x Local Branding Program Includes:

2 col. x 7"  
Print ad 13x /13 weeks

**\$1,028**  
Per month

**Digital Box Ad**  
(300x250 px) - 30k  
Impressions ROS/month  
on CapeCodOnline.com

Add color for only \$ 50.75 per insertion

**Alzheimer's**  
...a disease that attacks the brain, the most common form of dementia

**DID YOU KNOW** that significant hearing loss increases the risk of Alzheimer's disease and dementia?

Findings from a recent Johns Hopkins University study state that an intervention as simple as wearing hearing aids could delay or prevent dementia.

According to the Better Hearing Institute, hearing loss has long been linked to a variety of medical conditions, including Alzheimer's. A report published by **Johns Hopkins University** and the **National Institute on Aging (NIA)** found that hearing loss can lead to dementia and Alzheimer's by making individuals more socially isolated. Something even as simple as wearing hearing aids could delay or even prevent dementia by improving patients' hearing. This study shows that early treatment of hearing loss allows your cognitive functions to remain sharper.

Visit [www.hopkinsmedicine.org](http://www.hopkinsmedicine.org) for more information

Advanced Partner  
Siemens Hearing Instruments

Find us on Facebook

Trust your hearing to an Audiologist

**CAPE COD HEARING CENTER**

60 North Street, Hyannis | Nantucket | [www.capecodhearing.com](http://www.capecodhearing.com)  
508-775-0959

## General & Real Estate Classified

Contract Level	Sunday	Daily
Open Rate	\$43.80	\$39.24
\$2,750	\$39.42	\$35.32
\$4,800	\$37.12	\$33.26
\$6,850	\$35.59	\$31.88
\$9,900	\$34.05	\$30.51
\$14,200	\$32.52	\$29.14
\$20,450	\$30.99	\$27.76
\$29,450	\$29.46	\$26.39
\$42,400	\$27.92	\$25.02
\$61,050	\$26.39	\$23.64
\$87,900	\$24.86	\$22.27
\$105,450	\$24.09	\$21.58
\$126,550	\$23.32	\$20.89
\$151,850	\$22.56	\$20.21

For commercial line ad rates, contact the classified team at 508-775-6201

## Employment:

Contract Level	Sunday	Daily
Open Rate	\$52.56	\$43.80
\$2,750	\$47.30	\$39.42
\$4,800	\$44.54	\$37.12
\$6,850	\$42.71	\$35.59
\$9,900	\$40.87	\$34.05
\$14,200	\$39.03	\$32.52
\$20,450	\$37.19	\$30.99
\$29,450	\$35.35	\$29.46
\$42,400	\$33.51	\$27.92
\$61,050	\$31.67	\$26.39
\$87,900	\$29.83	\$24.86
\$105,450	\$28.91	\$24.09
\$126,550	\$27.99	\$23.32
\$151,850	\$27.07	\$22.56

## Automotive Unit Frequency Program

(Frequency insertions within 7 day period)

Unit Size	1X	2X	3X & Over
1/4 Page (3Col. x 10.5")	\$675	\$525	\$395
1/2 Page (9Col. x 10.5")	\$1,175	\$925	\$725
Full Page (9Col. x 21.25")	\$1,950	\$1,950	\$1,250

Color: add \$250 to above rates per ad.

## Real Estate: Non Contract Rates

Unit Size	Rate
Best Seller: 3 Col. x 5.25" (Sunday-Friday)	\$210
2 Col. x 4" (Monday thru Friday)	\$100

\*Color: ADD \$80.

## Real Estate: Saturday Tab Open Rates:

Unit Size	Rate
1/8 Page 2 Col. (2.51") X 5.5"	\$250
1/4 Page 2 Col. (2.51") X 5.5"	\$400
1/2 Page 8 Col. (10.32") X 5.5" Horizontal	\$665
1/2 Page 4 Col. (5.11") X 11.42" Vertical	\$665
Full Page* 8 Col. (10.32") X 11.42"	\$1,100
Back Page 8 Col. (10.32) X 11.5	\$1,100

\*2nd Full Page 50% Off

## Classified Color Rates:

Ad Size	Color Charge
1.75" - 15.75"	\$80
16" - 42"	\$130
42.25" - 94.5"	\$250
94.75" - 189"	\$450

## Cape Cod Times Daily Full Run

Full Run	Open - 3x	4-11x	12-23x	24-47x	48-83x	84x & Over
1 Sheet	\$48.18	\$42.99	\$37.35	\$35.53	\$35.16	\$34.79
4T	\$64.27	\$55.01	\$45.34	\$42.06	\$41.35	\$40.54
8T	\$72.31	\$61.87	\$50.99	\$47.51	\$46.76	\$46.00
12T	\$76.45	\$65.39	\$52.77	\$49.81	\$49.20	\$48.58
16T	\$80.27	\$68.05	\$56.66	\$52.80	\$51.98	\$51.16
20T	\$84.27	\$71.44	\$59.50	\$55.09	\$54.13	\$53.17
24T	\$86.80	\$73.77	\$61.62	\$57.14	\$56.17	\$55.20
28T	\$89.41	\$76.14	\$63.79	\$59.21	\$58.22	\$57.23
32+	\$92.08	\$78.58	\$66.02	\$61.65	\$60.50	\$59.34

## Cape Cod Times Sunday Full Run

Full Run	Open - 3x	4-11x	12-23x	24-47x	48-83x	84x & Over
1 Sheet	\$59.28	\$49.74	\$41.83	\$39.32	\$38.81	\$38.29
4T	\$79.06	\$63.81	\$50.91	\$46.57	\$45.65	\$44.72
8T	\$88.95	\$71.78	\$57.25	\$52.58	\$51.69	\$50.80
12T	\$94.01	\$75.85	\$60.48	\$55.55	\$54.51	\$53.46
16T	\$98.72	\$79.70	\$63.62	\$58.45	\$57.36	\$56.27
20T	\$103.65	\$82.88	\$66.79	\$60.98	\$59.74	\$58.50
24T	\$106.77	\$85.57	\$69.20	\$63.25	\$61.99	\$60.72
28T	\$109.98	\$88.33	\$71.62	\$65.54	\$64.25	\$62.96
32+	\$113.28	\$91.16	\$74.12	\$67.92	\$66.60	\$65.28

## TMC Full And Zoned

Full Run	Open - 3x	4-11x	12-23x	24-47x	48x & Over
1 Sheet	52.92	48.52	44.55	40.79	37.33
25	84.81	76.61	70.89	65.59	60.03
45	120.44	104.16	95.79	88.09	80.63
65	138.49	119.78	110.15	101.30	92.72
85	152.34	131.77	121.16	111.41	102.00
105	158.74	159.45	126.13	116.94	106.25
125	165.09	165.83	131.18	129.09	110.50
145	171.36	172.13	136.16	141.25	114.75
165	177.70	178.50	141.20	153.40	119.00
185	177.70	178.50	141.20	165.56	119.00
205	177.70	178.50	141.20	177.71	119.00
225	177.70	178.50	141.20	180.73	119.00
245	177.70	178.50	141.20	183.79	119.00
265	177.70	178.50	141.20	186.81	119.00
285	177.70	178.50	141.20	189.87	119.00
305	177.70	178.50	141.20	192.88	119.00
325	177.70	178.50	141.20	195.94	119.00

Revised: October 2015

## Preprint Size

- Maximum:** 11 X 11 ½" (fold on 11 ½" side)  
**Minimum:** 6" X 8" (fold on 8" side)  
**Other:** Other formats may be accepted upon acceptance of sample  
**Paper Stock:** Inserts less than 4 pages should be printed on a Minimum of #70 stock.

## Delivery Information / Preprint Bundling

Prepaid delivery on skids  
 Insert bundles should be well jogged and in lifts of 8" -10" (8" minimum is imperative for accurate distribution)

**Delivery Address:** Cape Cod Times  
 c/o Providence Journal Production Center  
 1 Providence Place Way  
 Providence RI 02903

**Contact :** Bill O'Donnell 1-401-277-7674  
**Loading Dock:** 1-401-277-7944

## Pallet Specifications

**Maximum Height:** 5'6" and no more than 2,500 lbs. each.  
**Standard Pallet Size:** 40" X 48" with 3 stable runners and 4" pallet truck clearance.

**Labeling:** Packaging should include the publication name, advertiser name and insertion date, quantity of inserts on each skid, # of skids, and total quantity of all skids.

**Protection:** Inserts that slip and slide during shipment (e.g. glossy stock) should be enclosed with stretch wrap.

**Banding:** Skids should have a minimum of three straps and a protective cardboard or wood top

## Receiving Deadlines

**Sunday Inserts:** No later than 10 days prior to date of insertion

**Daily Inserts:** (Tues – Sat) No later than 7 days prior to date of insertion

**TMC Inserts:** No later than 10 days prior to date of insertion

**Receiving Hours:** Monday – Friday, 8AM-4PM  
 After hour deliveries and Saturday deliveries can be arranged ahead of time.

**DollarSaver** is a total market coverage (TMC) advertising vehicle mailed each Thursday to a computerized list of households identified as non-subscribers to the Cape Cod Times.

## Total Market Coverage

The Cape Cod Times/DollarSaver combination provides from 95% to 100% penetration of the market. When you run your advertisement in both the Cape Cod Times and DollarSaver, you'll reach very close to every household in your market with minimal waste and duplication.

<b>Total Circulation 92,250*</b>	<b>Total Circulation 85,324*</b>
Sunday Cape Cod Times	Daily Cape Cod Times
PLUS DollarSaver (all zones)	PLUS DollarSaver (all zones)

\*AAM Newspaper Publishers Statement for 6 months ending 9/30/2014.

## Distribution

**Zone 3: Lower Cape 10,825**

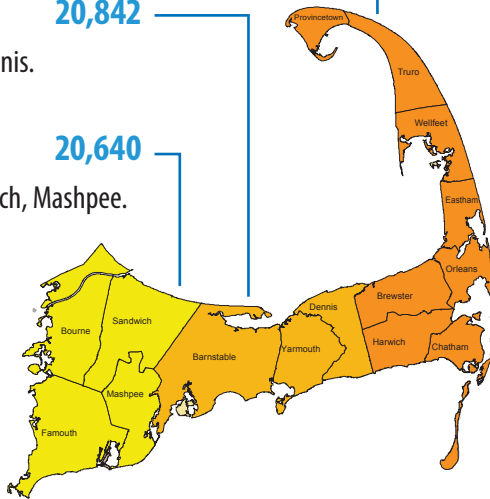
Eastham, Wellfleet, Truro, Provincetown.

**Zone 2: Mid Cape 20,842**

Barnstable, Yarmouth, Dennis.

**Zone 1: Upper Cape 20,640**

Falmouth, Bourne, Sandwich, Mashpee.



**Rate per Column Inch: \$15.00**

**+ AD ENHANCE**

Plus \$5.00 AdEnhance per ad

Front Cover—includes process color, + AdEnhance: \$520

Back Cover—includes process color, + AdEnhance: \$770

Double truck (inside) Includes Color, + AdEnhance: \$1,020

*Advertising deadline is 8 days prior to publication date.*

**Color Rate: \$100.00**

By using the rates above, advertisers agree to the terms outlined under "Terms and Conditions" and "Deadlines and Requirements"

## Ad Units and Sizes

Display Ad Unit	Size
Ad Units Sizes	\$52.56
Front Page	9.67" x 7.81"
Back Page	9.67" x 11.5"
Double Truck	21.25" x 11.625"

## Accurate Addressing

In order to insure maximum effectiveness for advertisers, our non-subscribers address list is not a stock mailing list, but tailor-made through an exhaustive process. Because stock mailing lists tend to have severe accuracy problems in this market, we gather our information from local records, update to postal standards and adjust and verify through our circulation district managers on a street-by-street basis. Our list is maintained on a consistent basis.



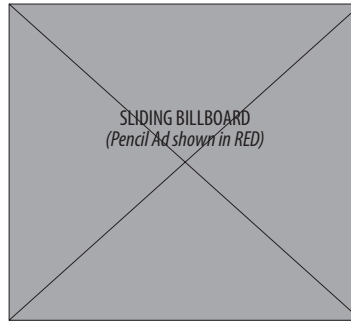


## CapeCodTimes.com Campaigns

Your representative can help you choose or build a campaign for CapeCodTimes.com that fits your business needs.

Campaigns	Medium Box Impressions	ROS Rate
3 Star Campaigns	30,000/mo. ROS	\$300
4 Star Campaigns	40,000/mo. ROS, targeted	\$600
5 Star Campaigns	40,000/mo. ROS + homepage	\$800

10% discount on display ad campaigns 6 months+



## CapeCodTimes.com Digital Display Rates

Ad Unit	CPM - Home Page	CPM - Section	CPM - ROS
Leaderboard	\$15	\$13	\$10
Medium Box	\$15	\$13	\$10
Half Page	?	?	?

## Rich Media Rates

Ad Unit	Per Day	Per Weekend	Additional Day
Sliding Billboard	\$500	\$300	\$300
Carousel	\$1350 / two weeks		

## OnTarget Display Advertising

Connect with customers using geographically, demographically and behaviorally targeted display advertising. Target by zip code, audience or interest to ensure you get the most bang for your buck. Retargeting also helps you regain lost customers.

Targeted Display Rates	CPM
Geo Only	\$8
Demo or Behavior	\$9
Demo & Behavior	\$10
Mobile Geo	\$8
Mobile Content	\$10
Retargeting	\$199/month 10k impressions, \$19.90 CPM over 10k

## CapeCodTimes.com Rich Media and Targeted Display Ad Dimensions and Specifications

Ad Unit	Dimensions (Pixels)	Max File Size	File Format
Leaderboard	728x90	40K	Static .JPG or .GIF, animated .GIF, HTML 5 (15 sec max). Backup required with animation, static .JPG or .GIF 40K file size
Medium Rectangle	300x250	40K	
Half Page	300x600		
Medium Box Video	300x250	40K	Must be in HTML 5 format, backup required with animation - static .JPG or .GIF 40K file size. Please note we can not assist in creative or editing for this ad unit. It must be sent meeting all specs.
Mobile Ad	320x50 300x50	40K	static .gif, .jpg, or .png
Sliding Billboard	1024x300	80K	static .jpg or .gif
Sliding Billboard Pencil Companion	1024x30	20K	static .jpg or .gif
Carousel Ad	396x474	40K	static .jpg or .gif
Carousel Ad Thumbnail Companion	127x102	10K	static .jpg or .gif

## Propel Marketing

*Find and Engage Consumers Online*

### Responsive Website Design

*Create the best user experience on all devices.*

Say goodbye to spending money on multiple website updates. This cutting-edge technology provides one website that adjusts to the size and resolution for every device - automatically! Get all the features you need on one platform.

### E-Commerce Sites!

*Manage your store from anywhere.*

Build, manage, and grow your online business with E-Commerce. With the ability to reach customers 24/7, you can expand your geographic reach, drive web site traffic, gain more potential customers, and eliminate missed revenue opportunities to boost your bottom line!

### Search Engine Optimization

*Shine brighter than your competitors.*

When customers search online, are they finding you or your competitors? If search engines don't know you exist, you are invisible. Ranking higher in search results helps customers find you, driving more customers to your web site.

### List Optimization

*Get listed. Get found. Get customers.*

Are you losing customers due to incorrect contact info? Get more customers by increasing your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.

### Search Engine Marketing

*Shine in the right places.*

Go from outdated to updated - search engines are the new yellowpages. Search engine marketing drives the right customers to your business and turns searches into revenue.

### OnTarget - Display Advertising

*Shine a spotlight on your business.*

Spend your advertising dollars where they count the most. Display advertising helps place your business in front of consumers where they spend most of their time: the web.

### Direct E-mail

*Reach the right people at the right time.*

Build your e-mail marketing campaigns and expand your customer base! Using your most current data ensures your campaigns reach active and high-quality leads. Direct E-mail will help to micro-target your audience and provide you with real-time e-mail metrics.

# PROPEL MARKETING



### Social Media Optimization

*How many places do you shine?*

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.

### Reputation Monitoring

*Know what your customers are saying about you.*

Don't let bad reviews shut you down. Everyone has an opinion and the Internet provides the megaphone. With 70% of consumers trusting online reviews, you can't afford to ignore what's being said online

### Live Chat Leads

*Make web site visits matter more.*

Now your business never has to close its doors! Let us deliver 24/7 instant gratification to web visitors by connecting them to a live person with no wait times. Engage more visitors online, off the phone, and easily convert them into leads. Live Chat offers immediate ROI!

### Interactive Video

*Make the most out of a minute.*

Interactive Videos are the easiest way to make an impression in a short amount of time, effectively marketing your services. Engage your customers with customized, interactive content for maximum optimization and conversions.

### Facebook Advertising

*Reach Your Target Market and Expand Your Audience.*

Facebook Advertising helps you reach the exact audience you want with targeted ads, increases your online presence, and builds brand recognition. With organic reach decreasing and the competition stiffer than ever, there's never been a better time to get started with ads on Facebook!